

what is the lure of a Benson & Hedges?



YOU PAY MORE...YOU GET MORE

You get the famous Benson & Hedges filter system. Smoke a Benson & Hedges. Note that the filter is recessed into the mouthpiece. The filter itself never touches your mouth...truly made for the fastidious smoker.

You get the world's choicest tobacco...superb tobaccos cured and blended with exquisite skill. If flavor is important to you...if you appreciate quality...you will recognize why this must be a limited edition cigarette.

You get the most handsomely packaged cigarette. The famous Benson & Hedges package is actually a cigarette case in itself. It is completely crush-proof. The cover slides back to deliver each cigarette to you in perfect shape. It gratifies your own sense of beauty and marks you as discriminating to those around you.

ASH RH - 600

Back Cover - 4 cir. bleed

Metropolitan Opera Program - Feb. 29, Mar. 7, 14, 1960

This advertisement prepared for
Benson & Hedges

By Doyle Dane Bernbach, Inc.



2061190132